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USPTO Fax: 571-273-8300

RE: Reply

Patent Application No. 10/662,998

Filing Date: 9/16/2003

Title: Method For Improving A Web Site's Ranking With Search Engines

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Submission Content:

- Facsimile Transmittal Cover Sheet – 1 page
- Reply – 13 pages

Total pages: 14

Total Fees: \$0

Submitted By: Stewart J. Womack; 45,230

Date Submitted: 2/13/2007

Signature: /Stewart J. Womack/
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|------------------|--|---|----------------------------|
| Inventor: | Derek Murashige | / | Docket #: 0009 |
| Application No.: | 10/662,998 | / | Examiner: Daye, Chelcie L. |
| Filing Date: | September 16, 2003 | / | Art Unit: 2161 |
| Title: | METHOD FOR IMPROVING A WEB SITE'S RANKING WITH SEARCH ENGINES | | |

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY

Dear Examiner:

In response to the Office Action mailed November 13, 2006 (hereafter OA), please accept
and consider this Reply.

Application/Control Number: 10/662,998
Art Unit: 2161

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